

# Alexander Stashchenko

[linkedin.com/in/stalex](https://www.linkedin.com/in/stalex)

[hypenherr@gmail.com](mailto:hypenherr@gmail.com)

[t.me/hypenherr](https://t.me/hypenherr)

**Objective:** To leverage my 10+ years of experience in design and production, product management skills, freelance handling and expertise in the web design industry into the role of Head of Design or Senior Product Designer.

**Skills:** Design-thinking, UCD, HIG, UX, Agile, Figma, Adobe, C1 English level.

## Experience/Qualifications

**Product Designer at Mobile FinTech StartUp** Apr 2021 – Ongoing

- Conducted UX study of new financial services with developers and founders
- Crafted interaction maps, wireframes, prototypes for the testing purposes
- Developed design system, brand guidelines, styles and documentation.

**Product Designer at EasyWay Android App** Nov 2019 – Mar 2021

- Lead redesign of the public transport navigation application
- Crafted prototypes, wireframes for the user experience improvement
- Developed brand new App Mascot, its animations, collaborated with developers.

**Product Manager/Head of Design at Yabl.ua** Nov 2018 – Dec 2019

- Launched and designed online magazine from scratch, invented original naming
- Organized a development team and editorial team with the founders
- Conducted negotiations with creative and public relations agencies, ticket services.

**Senior Digital Designer at Privatbank • Ukraine** Jan 2011 – Dec 2018

- Crafted design system for internal collaboration platform and main site
- Designed landings, email templates, infographics, animated ads, C-level keynotes
- Collaborated with the cross-functional team on diverse projects.

**Art Director at FineWeb Ltd • Ukraine** Mar 2008 – Dec 2010

- Headed and cultivated small team of designers
- Designed websites, online portals for public media and sports
- Created brand guides, animated ads and coded flash-applications with ActionScript.

**Motion Designer at Freelance • Remote, Greece** Oct 2004 – Mar 2008

- Created animated and interactive online flashcards
- Collaborated with remote team of illustrators and graphic designers
- Contributed to distributed team of e-learning project based in Greece
- Designed interactive and animated e-lessons coded with ActionScript.

**SMM/Site Editor at Enter Music TV Channel • Ukraine** Oct 2004 – Jun 2007

- Collaborated with web studio on redesign of main website
- Engaged with online community of channel's viewers
- Conducted precise communication amid developers, journalists, founders.

**Supervisor at Talan Proximity • Ukraine** Jan 2004 – Oct 2004

- Organized data collection of Ukrainian manufactory partners
- Co-organized meeting sessions of foreign and Ukrainian representatives
- Coordinated group of the project management team.

## Relevant Experience

**UX-Research and Design • Volunteering, Kyiv, Ukraine** May 2013

Collaborated with team on research of the park area, the needs of typical park visitors. Developed basic routes, indicators and stands.

## Education

**Project Management at LABA – International Education Platform** 2018

Achieved certification at listed methodologies: Agile, Scrum, Kanban, Waterfall, Time management, cinefyn, communication planning, risks handling, product panel, etc.

**Creative Entrepreneurship at British Council, PwC** 2017

Succeeded trainings designed for creative entrepreneurs in the initial stages of doing business. Discovered basics of Creative Enterprise Toolkit.

**System Analysis at NTUU 'Kyiv Polytechnic Institute'** 1998–2005

Studied applied system analysis with mathematical models and progressive science theories, OOP languages such as C/C++ and other functional coding languages.